



The Garden Club *of* America



2011
Annual Report



THE GARDEN CLUB *of* AMERICA

The purpose of The Garden Club of America is to stimulate the knowledge and love of gardening, to share the advantages of association by means of educational meetings, conferences, correspondence and publications, and to restore, improve and protect the quality of the environment through educational programs and action in the fields of conservation and civic improvement.

From the President

“He that plants trees, loves others beside himself.”

That’s a quote from preacher and scholar Thomas Fuller who, back in the 18th century, realized what members of The Garden Club of America know only too well – our future depends upon a healthy environment.

In 2010-11, across the country – in forty states and 200 clubs – our extraordinary members illustrated the power of informed, inspired and committed voluntarism as they fulfilled the GCA purpose: “to restore, improve and protect the environment.”

Now, nearly 100 years after our founding in 1913, The Garden Club of America continues to grow in size and effectiveness. In 2010-11, we added our 200th club, this one in Marin County, California. We offered more than \$250,000 in scholarships to top young scholars who represent the future of horticulture, conservation and landscape design. We undertook thousands of projects on the ground – greening our communities and conserving and preserving existing green spaces.

We continued to plant hundreds of trees around America as part of our Centennial tree project and our club members contributed literally thousands of hours to make their cities and hometowns a source of pride and an emblem of environmental stewardship. And we successfully weighed in on a national debate regarding the future of the box-wood and azalea collections at the National Arboretum.

Meanwhile, back at national headquarters, major initiatives to update and transform GCA communications continued – as GCA improved its website, regularly issued its bi-monthly E-mail newsletter and moved closer to “paperless” through modernized communications.

Plans also continued for GCA’s centennial celebration, as author William Seale completed his research on a glorious history of The Garden Club of America, to be released in the spring of 2013.

In the following pages, please read on to see the remarkable work of the clubs and over 18,000 club members around the country. I think you’ll agree that there are few national organizations with the vision, energy and creativity of the GCA.

Cordially,

Joan George

GCA President, 2009-2011

14 East 60th Street, New York, NY 10022

Phone: 212-753-8287 Fax: 212-753-0134 Email: hq@gcamerica.org Website: www.gcamerica.org



Changing of the Guard



At the 2011 Annual Meeting in Indianapolis, Indiana, the GCA witnessed the changing of the guard. Marian Hill, member of the Peachtree Garden Club, accepted the gavel and became the 39th president of The Garden Club of America. In an inspiring acceptance speech, Marian characterized GCA's clubs as "America's conduit by which horticulture, conservation, landscape design, flower shows, historic preservation, and scholarship concepts have evolved within this country throughout the past 98 years." And she exhorted the clubs to action: "The question is, what is our correct path to continue to mobilize this potential? ... It is your responsibility – no, it is your duty – to keep our organization vigorously alive and on the forefront of horticulture, landscape design, flower shows, historic preservation, and conservation throughout this great country."

"... It is your responsibility – no, it is your duty – to keep our organization vigorously alive and on the forefront of horticulture, landscape design, flower shows, historic preservation, and conservation throughout this great country." – Marian Hill, 39th president of The Garden Club of America

200 Strong

That's right. The GCA membership is now 200 strong with the admission of the Marin Garden Club of Marin County, CA. Founded in 1931, Marin Garden Club has an accomplished history. In 1934, with the Golden Gate Bridge under construction, members founded the Marin Conservation League to consider the bridge's impact on the undeveloped land north of San Francisco. That same year, members founded the Marin Art and Garden Center, which remains a thriving cultural center. In the 1960s and 1970s, Marin Garden Club members worked to save a large heronry from commercial development and to halt the planting of invasive roadside grasses. Today, their gardens are sought after for tours and events, and members continue to support "Bouquets to Art," a premier floral showcase benefitting the Fine Arts Museums of San Francisco! Welcome Marin!



Marin Garden Club members recognized at 2011 Annual Meeting

Saving the National Arboretum

In 2010-11, the GCA led the way in opposing a major threat to historic collections at the U.S. National Arboretum -- which GCA was instrumental in founding in 1927. In a letter to the Secretary of Agriculture, signed by GCA president Joan George, and the national chairmen of the Horticulture, Conservation, and National Affairs and Legislation Committees, GCA called on the Department to suspend its announced decision to eliminate the Arboretum's famed boxwood and azalea collections because of a funding loss. The announcement had prompted an outpouring of concern, as garden and plant lovers everywhere came to the aid of the historic germplasm and collections, not to mention the USNA Curator of Boxwoods, who is the

international registrar of boxwood and must register all new introductions.

Happily, the letter proved successful and USNA director Colien Hefferan announced that the removal of the collections would be suspended, pending a strategic review of the arboretum. GCA clubs across the nation were notified of the threat and urged to contact legislators to support the Arboretum. The GCA is currently part of a long-term effort, chaired by Dr. Hefferan, to place the arboretum on surer footing, and clubs in Zone VI have funded an internship for the boxwood collection.

Celebrating 100 years

The Centennial Tree Project: In 2010-11, clubs around the country continued to pursue projects to retree landscapes across America. In Oyster Bay, Long Island, seven Long Island GCA clubs (**Three Harbors, North Country, Lawrence, North Suffolk, South Side, Southampton, and East Hampton**) and the New York Area Committee hosted a symposium entitled “Trees for our Future: Selecting and Maintaining Healthy Trees in a Changing Environment.” Todd Forest, Vice President for Horticulture and Living Collections at the New York Botanical Garden, offered the keynote address, highlighting climate change, acid rain, and nitrogen enrichment.

The **Mill Mountain Garden Club** planted new chestnut trees on Mill Mountain. The project, in collaboration with the City of Roanoke and The American Chestnut Foundation, has returned American chestnut trees to the mountain overlooking Roanoke, VA. Known as the Redwoods of the East, American chestnut trees once dominated the woodlands of the eastern U.S. An early 20th century chestnut blight obliterated the species but recent developments in genetic and plant pathology, along with the breeding program of the American Chestnut Foundation, have produced a hybrid tree available to the public.

The **Red Mountain and Little Garden Club of Birmingham** worked vigorously to reseed a forested area of George Ward Park. Designed in the 1920s by the Olmsted brothers landscape firm, the park has suffered from soil compaction and erosion. Confronted by visible disintegration, the clubs joined in a collaboration with the Birmingham Botanical Gardens and the City of Birmingham, Glen Iris Neighborhood

Association, and others to undertake this project. Club members and neighbors planted white, post, blackjack, and black oak; shagbark and northern red hickory; persimmon and blackgum seedlings. In what is surely testimony to the suitability of the new trees, only five of the approximately 75 planted were lost over the course of one of the hottest and driest summers on record.

In partnership with the Stonington Land Trust, members of the **Stonington Garden Club** planted 22 native trees on the Pequot Trail in Connecticut. The trees included appropriate native species recommended by area experts including American holly, shadblow, pagoda dogwood, sourwood and mountain maple.

Restoring Central Park. In the spring of 2011, all 200 member clubs committed to the funding of the 2013 Founders Fund Project, the restoration of two acres in Central Park. With the GCA's support, the Central Park Conservancy proceeded to obtain necessary design review and approval by various city boards and groundbreaking was scheduled for the fall.

Documenting our Past. Historian, author and GCA Honorary Member William Seale completed the history of the GCA to be published by the Smithsonian in the spring of 2013. Meanwhile, GCA's ever active Archivist and Historian selected photos and wrote captions for Mr. Seale's book, working with a graduate of the International Center for Photography to improve and enhance images.

GCA's Archives at headquarters are a veritable treasure trove of historical information. They include files on member clubs, the founding members, the presidents and honorary members, annual meetings and other topics. Outside researchers and scholars are welcome.



Archive photo of Millbrook GC members 1928

Spotlight on GCA Founder: Eloise Payne Luquer

The story of Eloise Payne Luquer exemplifies the multitalented nature of our hearty GCA Founding Mothers.

Miss Luquer was a founding member in 1910 of the Bedford Garden Club and again in 1913 of The Garden Club of America. Miss Luquer's uplifting talks about the need for saving wildflowers, supported her spectacular wildflower paintings, and were highly favored by GCA clubs. Hardly a typical fee, Miss Luquer asked for gasoline coupons to keep her automobile on the road.

Most of her paintings are in the collection of the Brooklyn Botanic Garden. And Miss Luquer's GCA credentials are beyond compare: Chairman of the GCA Wildflower Preservation Committee, later the Conservation Committee, from 1929 to 1932; Recipient, GCA Achievement Medal in 1939. In her honor the Bedford Garden Club established the Eloise Payne Luquer Medal to be awarded annually by the GCA for achievement in the field of Botany.

*With thanks to Joanne Lenden and Old Bedford Days—
Recollections of Eloise Payne Luquer. Col. Thatcher T. P.
Luquer (brother of Eloise). Copyright St. Matthews Church.*

Improving and Protecting the Environment

Raising Issues on Capitol Hill

Three hundred GCA delegates ---one third of them for the very first time -- traveled from all over the country to Washington, DC for the National Affairs and Legislation Committee's 28th annual Legislative Affairs meeting on Capitol Hill. For four days, the delegates gathered for intensive workshops on conservation issues-- ocean biodiversity, hydraulic fracturing (fracking), and coal and air quality, among them --before meeting with elected officials on timely environmental and conservation concerns.

Senator Lindsey Graham and Maryland Senator Ben Cardin, Oregon Rep. Earl Blumenauer, New York Rep. Tim Bishop, U.S. National Arboretum Director Colien Hefferan, and Interior Assistant Secretary of Parks Will Shafroth were among the top-notch speakers who appeared, advocating grass roots action to address the environment.

This was the fifth carbon-free meeting achieved by a donation to Carbonfund.org to offset the CO2 impact of the conference. Attendees received an "electronic" invitation and environmentalist and author Bill McKibben even attended by Skype in keeping with the meeting's goal to reduce its carbon footprint.

Armed with facts, passion and strong will, the delegates learned they could make a difference for the environment.



Improving and Protecting the Environment

GCA POSITIONS

The GCA National Affairs and Legislation Committee has seven position papers on clean water, clean air, strategies to address climate change, national parks, native plants, public lands, and environmentally responsible transportation. Here is an excerpt from the position paper on national parks.

GCA Supports our National Park System

The Garden Club of America believes that our country's national parks are irreplaceable treasures whose value is incalculable. As important and meaningful symbols of our American heritage and culture, our parks, must by law, be managed by the federal government under a mandate of conservation stewardship. The National Park Service is directed by the Organic Act of 1916 and the Redwoods Act of 1978 to ensure that our natural and cultural park resources and values will continue to exist in a condition that allows the American people the opportunity to enjoy them forever. ... While recreation and inspiration are important components of a national park experience, the NPS Management Policy Manual makes the conservation of resources its first priority.

The Garden Club of America appreciates the intent of Congress in establishing the National Park System and respectfully reminds Congress of its responsibility for fully funding the operations of the entire park system.

Therefore, The Garden Club of America supports:

Strengthening Public Policy to:

- Place a priority on conservation, education, and preservation.
- Foster biodiversity and the protection of native plant communities and whole ecosystems within and around the parks.
- Include adequate funding for botanists to inventory plant communities.
- Protect national parks from exploitation, pollution, and the effects of climate change.

- Encourage ecologically compatible use of lands surrounding parks and collaboration with neighboring communities.
- Establish corridors to enable migration of wild life adapting to climate change.
- Meet annual funding needs as well as make up for previous funding deficiencies and cumulative shortages.
- Provide sufficient federal personnel for NPS programs by assuring adequate funding of federal staff.
- Protect visibility and viewsheds in all parts of our national park system.
- Fully fund the Land and Water Conservation Fund and use the federal portion of that fund for its intended purpose, the purchase and restoration of public lands....

Partners for Plants

In a joint project of the GCA Horticulture and Conservation Committees, GCA clubs partner with managers of public lands to remove invasives and monitor rare, endangered or medicinal plants.

There are currently 28 active Partner for Plants projects in all of GCA's 12 zones.

- Acadia National Park, ME
- Sachuest Point National Wildlife Refuge, RI
- Rush Oak Opening, NY
- South Mountain Reservation, NJ
- Great Swamp National Wildlife Refuge, NJ
- Sewickley Heights Borough Park, PA
- Adkins Arboretum, MD
- Congaree National Park, SC
- Black Bayou National Reserve "Friends of Black Bayou", LA
- Anahuac National Wildlife Refuge, TX
- Riverwoods State Natural Area, Germantown Rd. Right of Way, TN
- Cheekwood Botanic Garden and Percy Warner Park, TN
- Houston Arboretum and Nature Center, TX

Improving and Protecting the Environment

- Cuyahoga National Park, OH
- Neal Smith National Wildlife Refuge, IA
- Wolsfeld Woods, MN
- Chicago Botanic Garden, IL
- Mulkey Meadows Inyo National Forest, CA
- Gaviota State Park, CA
- John B. Yeon State Park, CA
- Montlake Cut, WA
- Pike National Forest, CO
- Landells-Hill Big Creek Reserve, CA
- Point Lobos State Park, CA
- Edgewood County Park, CA
- Diamond Head State Park, HI
- Wissahickon Park, Wissahickon, PA
- Kansas City Parks, Kansas City, MO

Two new projects launched in 2010-11: The **Westport Garden Club** joined in partnership with the Kansas City Wildlands and the Kansas City Parks and Recreation and Conservation Departments to work on a 380-acre Kansas City park which is a remnant prairie. Original flora are still extant but threatened by invasive exotics, such as bush honeysuckle, red cedar and *Sericea lespedeza*. Although the land was intended to be used for ball fields in the 1980s, dedicated citizens convinced the Department of Parks and Recreation to preserve the land as a prairie. As a consequence, very special species in need of conservation – eared false foxglove, curly milkweed and prairie violet – are now being preserved as members tackle and remove glossy buckthorn, star thistle, castor bean, panic veldt grass, garlic mustard and privet.

In Pennsylvania, another project got underway – this one involving the **Garden Club of Philadelphia** in partnership with the Fairmount Park Commission, working to remove trash and invasive plants from Wissahickon Valley Park.

One Partner for Plants project blossomed into a literary endeavor as well. After clearing bracken in the park, members of the **Garden Club of Mount Desert** decided it made real sense to showcase the wonderful plants that could now be seen. The outcome – a definitive field guide called “The Plants of Acadia National Park” which



includes scientific descriptions of 862 plant species. Written by a team of botanists, the book is available through The University of Maine Press.

Enhancing our Communities through Civic Projects

Although the GCA is headquartered in New York City, the real lifeblood of its efforts is at the local level. Two hundred clubs, in communities across the country, independently design, implement and undertake projects in keeping with the GCA mission: to educate as well as preserve and protect our environment. In the past, local clubs have mounted campaigns to halt the proliferation of billboards and to save the California redwoods. Today, that effort continues. In 2010-11, thousands of GCA club members dedicated hundreds and thousands of hours to projects of every kind. Here are just a few of the exciting projects underway:

Zone I: Beacon Hill Garden Club's successful Hidden Gardens Tour made it possible to fund two large tree projects while establishing a memorial for past and future club members. Members granted \$7,200 to The Esplanade Association for replacing ancient, ailing willow trees and planted 10 White Willow trees along the Charles River Esplanade. Members also donated \$55,000 to the Friends of the Public Garden for the creation of the Beacon Hill Garden Club Remembrance Grove with 11 Homestead Elms in the Boston Commons – the oldest public park in the U.S. – **The Fox Hill Garden Club** established a vegetable garden at the Carroll Center for the Blind in Newton, MA. The Carroll Center is a private nonprofit agency serving persons who are blind or visually impaired. Members installed raised garden beds, supplied herbs and perennials, as well as potato starts. During the summer, Carroll kid campers got their hands dirty in the garden, and residents celebrated with a hearty vegetable soup after a bounteous harvest.

Zone II: The New Canaan Garden Club completed the installation of a children's maze at the city's Irwin Park, and received an award from the American Institute of Architects for landscape design. The club also partnered with the New Canaan Nature Center to propagate plants for club-sponsored civic projects. – **The Ridgefield Garden Club** created and published a beautiful color brochure which highlights its main civic

Improving and Protecting the Environment

project, the Ballard Gardens, located in the center of Ridgefield. There, members can be counted on to weed, deadhead, and maintain the plants year-round.

Zone III: The **Bedford Garden Club** focused on sustainability and the conservation of natural resources. Members hosted VEGOUT!, a vegetable garden tour and expo and developed many projects including Branch Out!, an educational project to restore, enhance and protect the tree canopy; renovation of the Sun Dial Garden at the John Jay Homestead; and design and installation of a vegetable garden at the Title I Mt. Kisco Elementary School. Members also assisted Bedford 2020 in an Environmental Action Day - a call to action in the areas of food and agriculture, energy conservation, and water and land use. – The **Ulster County Garden Club** donated the painting “Chrysanthemums in a Glass Vase,” painted by internationally known artist Julia Dillon, a 1914 Ulster Garden Club founder and Honorary President, to Friends of Historic Kingston to be enjoyed by all who visit their museum. Members also established a new annual horticulture series at SUNY Ulster, named in honor of a former member and benefactor, Elizabeth Gross. Noted author and Columbia University Professor Emerita, Dr. Joan Dye Gussow, presented the inaugural lecture titled “Life and My Garden.”

Zone IV: The **Garden Club of the Oranges** put its full membership to work on the club’s longstanding civic project : restoration of the Thomas Edison Greenhouse in Llewellyn Park. The Park in West Orange, New Jersey is the home of a group of red brick buildings as well as Glenmont, Thomas Edison’s estate. Together, the labs and residence preserve the work and spirit of America’s foremost inventor. – **Garden Club of Madison** members supplied 50 hanging baskets for downtown beautification, maintained three public gardens, and pruned at Rose Garden Park in the summer.

Zone V: The **Weeders** facilitated a partnership between the Four Seasons Hotel in Philadelphia and Bartram’s Garden. As part of its corporate commitment to plant 10 million trees, the Hotel will now plant apple trees in an orchard being established at Bartram’s Garden. – It was back to school for the **Four Counties Garden Club** whose members joined in daffodil bulb planting at Stonehurst Hills Elementary School and Gotswal Elementary School, as well as tending 20 linden saplings with horticulture students at Upper Darby

High School. – In 2010-11, teams of energetic weeders, stump diggers, and planters from **The Gardeners** went to work to return the historic gardens of the Grange to their former splendor. The property dates back to the early 18th century and hosted many of the influential men of the time. Thanks to members’ labor, the restoration of the water wheel and boxwood walkway got underway, re-introducing gardens once enjoyed by Washington and Lafayette.

Zone VI: 2011 was the 84th annual Georgetown Garden tour – and what a tour it was. Hundreds of visitors saw a range of wonderful urban gardens, and a most inviting boutique. The tour, which is organized by the **Georgetown Garden Club**, raised a whopping \$35,000 which was returned to parks and local nonprofits to keep the community green. -- **Green Spring Valley Garden Club** members found themselves on the run – literally – in 2010-11 as they undertook a range of activities designed to green the community. The club sponsored and participated in the first, 5K “Restoration Run” by Trout Unlimited of MD, raising money and awareness to clean up the Jones Falls Watershed. Members orchestrated registration for over 100 runners, helping to hydrate and nourish them at the finish line! Members also planted 24 magnolia trees – in the pouring rain – at the Forbush School in Glyndon, MD, propagated and grown by garden club member Judy Van Dyke. The School provides educational and therapeutic services for children and adolescents through 12th grade for severely emotionally disturbed and autistic children.

Zone VII: The **Garden Club of Norfolk** introduced a new fund raiser – Ghoulish Gardens of Delight – to benefit The Hermitage Museum and Gardens and won a prestigious Garden Club of Virginia prize, the Bessie Bocock Carter Award. The \$5000 award will fund construction of a rain garden for community education. – **The Augusta Garden Club** is passionate about Lewis Creek which runs through Staunton. After an initial clean-up, club members began an educational sign project emphasizing the importance of clean water and healthy waterways. They have erected four signs and overseen the planting of five Amelanchier trees near the first educational sign.

Zone VIII: After hosting the 2010 Zone Meeting, the **Cherokee Garden Club** moved forward on its new three-year stewardship of The Louise Howard Park, a five-acre tract located in the Buckhead area of Atlanta. Different players collaborated on the project

Improving and Protecting the Environment

– the Garden Club, Park Pride, two neighborhood associations, and the City of Atlanta – to acquire park status for the land. – The **Grass River Garden Club** worked with the Ocean Ridge Garden Club and the Fairchild Botanic Garden to restore and replant native species to a dune area. Members also continued to plant and maintain a vegetable garden with at-risk children at an after-school program at St. Paul's Episcopal Church.

Zone IX: The **Garden Club of Nashville** undertook major planning and fundraising for the renovation of its 42 year old project, The Howe Wildflower Garden at Cheekwood Botanical Garden and Museum of Art. The renovation will showcase new methods of water management and will provide a range of new educational opportunities. – **The Laurel Garden Club** hosted the first official tour of Tall Pines Discovery Trail for the GCA Zone IX Meeting held in Laurel, Mississippi. Approximately 100 members of The Garden Club of America toured the DeSoto National Forest for an educational experience led by forest rangers from the Chickasawhay Ranger District. Because of their dedication to the environment, the Chickasawhay Ranger District was given the prestigious GCA Horticulture Commendation Award at the Zone IX Meeting in April, 2011.

Zone X: **Akron Garden Club** undertook a unique and original oral history project to capture the illustrious history of the club. Twenty-three past club presidents or long time members were interviewed on camera about their experiences. This information has been developed into a moving 15-minute film entitled The Legacy of the Akron Garden Club and will be presented at the Club's Annual Meeting. In addition, the club raised \$35,900 to pay commitments and support community projects. – In 2010-11, the **Garden Club of Dayton** focused on giving back to the community.

It began with installation of 40 shade and ornamental trees in a distressed corridor of Dayton, continuing a partnership with the neighborhood.

Zone XI: The **Greentree Garden Club** spearheaded a meeting of the Wisconsin Council, a newly formed consortium of the GCA Wisconsin clubs, to learn about the GCA Redwoods grove and to raise \$2300 to support it. Proving the power of collaboration, the four Wisconsin clubs also sponsored a major flower show. – The **Des Moines Founders Garden Club** planted 9600 daffodil bulbs (including the GCA Centennial bulb) on city land at the confluence of three major thoroughfares. This is the first phase of a five-year project initiated by the club to plant daffodils on public land throughout the city in collaboration with the Des Moines Parks and Recreation Department. In true collaboration, the city prepared the beds and offered the mulch, while the Club members selected the sites, purchased the bulbs – and planted them! – **Lake Forest Garden Club** continued its commitment to a large civic project, refurbishment of Forest Park, a lakefront park designed by O.C. Simonds a century ago. Members paid for an updated landscape plan and many are now active participants on the independent board overseeing the renovation.

Zone XII: **Columbine Garden Club** watched with pride as the Butterfly garden at the Phoenix Audubon center was dedicated, with a plaque honoring Columbine for providing the funds for this garden. – The **Garden Club of Denver** took the first step in developing a children's gardening initiative with the Westwood Center for Mile High Montessori. Members planted lettuce in March with two pre-school classes, which students tended and then brought in to display at a subsequent club-sponsored flower show. Next members teamed up with the children to plant six portable planters of tomatoes. More to come!

Educating the Public and Ourselves

Scholarships

Advancing education is a key focus of The Garden Club of America and its scholarship program is a central tool for supporting tomorrow's visionary leaders and educators. Awarding its first fellowships in 1928, the GCA has now grown the number of merit-based scholarships to 24 and annually exceeds \$200,000 in funding. To date, more than 800 graduate and undergraduate level students have received scholarships.

In 2010-11, the National Scholarship Committee distributed \$262,700 to 72 recipients from more than 30 schools including Indiana University, University of California-Berkeley, Washington University of St. Louis, University of Connecticut, and the University of Missouri. The projects reflected a similar range from Horticulture, Botany, Conservation and Garden History and Design, to Urban Forest Restoration and Coastal Wetlands.

Educating the Public and Ourselves

Take a look at a few of the wonderful GCA scholarship recipients:

Jennifer Gorospe, a Master's candidate at San Jose State in the Department of Environmental Studies, is researching the relationship between concentrations of heavy metals in garden soils and ethnicity, income level, and garden locations in San Francisco's neighborhoods. She holds the **Douglas Dockery Thomas Fellowship**, established in 2000 to further the study of history and design in American gardens and to examine the place of gardens in the environment. The scholarship is administered by the Landscape Architecture Foundation of Washington, DC.

Elizabeth L. Stephens, a PhD candidate at the University of Central Florida, is studying factors limiting seed availability and establishment for herb species in native Florida scrub.

J. Matthew Jones, a candidate for the Master's Degree in botany at the University of Oklahoma, is using highly variable genetic markers to examine the nature and extent of gene flow among *Alnus maritime* populations in a variety of regions. The study is providing fundamental information about the genetic diversity and reproductive ecology of this species to support conservation efforts. Both students are recipients of the **Catherine H. Beattie Fellowship**, administered by the Center for Plant Conservation of the Missouri Botanical Gardens.

For years, GCA has advocated more trained botanists in the national parks. Yet, over the years, more and more colleges and universities have eliminated their specific botany concentrations in favor of general biological sciences. To address this troubling trend, in 2011, **GCA entered into a partnership with the Phipps Conservatory's Botany in Action program** to expand the opportunities and outreach to botany scholarship applicants.

2011 also saw the introduction of two new scholarships in fields related to the GCA.

Sara Shallenberger Brown GCA National Parks Conservation Scholarship. Created in partnership with the Student Conservation Association whose programs have long attracted and supported emerging conservation leaders through SCA's apprentice crew leader program, the scholarship commemorated Mrs. Brown's 100th birthday and the centennial of

the National Park Service. Mrs. Brown was formerly the chairman of the GCA National Conservation committee and her dedication to the environment was legendary – and now guaranteed, in perpetuity! Initiated by the Glenview Garden Club, and funded by many of Sally's friends and family, the scholarship offers 19 and 20 year olds positions as apprentice crew leaders designed to open doors for full-fledged leadership roles in and beyond the SCA. In the summer of 2011, three veteran SCA high school crew leaders took their first steps as crew leaders in America's national parks.

Corliss Knapp Engle Scholarship in Horticulture. Established by the Chestnut Hill Garden Club, with generous donations by Corliss' family and friends, this new scholarship is designed to encourage the development of research, documentation and teaching skills in the field of horticulture. Mrs. Engle was a trustee of the Massachusetts Horticulture Society, a GCA Director and chairman of the Garden History and Design Committee. She also served on the Horticulture, Judging, Administrative Publications and Photography Committees.

Royal Horticulture Society/Interchange Fellowship. In 2010-11, the Interchange Fellowship, formerly the Martin McLaren Scholarship, changed its name to reflect administering and funding by the Royal Horticulture Society and GCA. At the same time, the program entered into an exciting new partnership with Longwood Gardens. Under the leadership of Sarah Carey, GCA Liaison to the RHS, the program expanded to give students the option of joining Longwood's International Internship Program as an alternative to attending a university graduate program. Kew's Diploma Student Alex Summers inaugurated the option in the fall of 2011.

The partnership models the productive collaborations GCA seeks with like-minded organizations at the local, state, national and international level.

GCA Publications

From flower arranging to photography and conservation, GCA's publications showcase the finest in design while offering topical, timely articles that inspire and inform.

Educating the Public and Ourselves

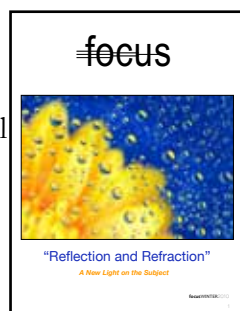
The GCA Bulletin – GCA's oldest and premier printed publication is mailed to more than 18,000 members across the country six times a year. The publication offers an array of stories on GCA activities, including GCA history, national committees and club activities.



As of 2010, in alternating months, members also received updates and timely information directly to their on-line email accounts through **GCA eNews**. The GCA database now consists of nearly 16,000 active email addresses, proving that club administrators are doing a great job at connecting members to GCA's growing communications pipelines.



Focus – This publication of the Flower Show Committee offers a delight for the eyes – this and an unmatched handbook on photographic techniques and trends. This colorful online quarterly publication provides detailed information on how to photograph nature and succeed in photographic competitions. In 2011, *focus*, under the leadership of editor Blair Louis, inaugurated its first People's Choice contest. The response was overwhelming and the images submitted were spectacular.



ConWatch – is an online magazine published by the Conservation Committee five times a year. Each edition includes a series of articles drawn from research by members of the committee, conservation news from individual clubs across the country, and a reading list of books on various environmental topics. *ConWatch* articles inform members on a wide range of topics such as sustainable agriculture, billboards, plastics in the environment, and climate change. The publication is made available not only to members, but also the public, on the GCA homepage.



floral design judges, this quarterly subscription, published by the Flower Arranging Study Group, provides information on current shows and events, as well as educational articles and photographs about the latest styles, trends and material in flower arranging in the U.S. and internationally.



The Real Dirt – This online quarterly magazine published by the Horticulture Committee offers eye-catching photography and stories on a wide range of horticultural topics. Recent issues have included articles on judging and exhibiting fruits and vegetables, program ideas for clubs such as a seed treasure hunt, understanding components of the soil, new and old garden books, and sustainable gardening.



The Legislative Update and Status Chart is compiled before the Conservation/NAL meetings to keep the committees up to date on legislation under consideration.

Enhancing GCA Communications

The Communications Committee. Modes of communications are changing, and so is the GCA. In 2010-11, the GCA Public Relations Committee changed its name and focus to the Communications Committee to serve as the strategic umbrella for GCA internal and external messaging. A Board of Editors was also created to provide a regular forum for all editors of GCA publications to share ideas and to streamline the look and content.

The GCA Website. The GCA's beautiful and modern website continued to unfold during the 2011 calendar year – yes, with a few wrinkles to be sure – but with growing proof that GCA's technological enhancements will help address the communications and technological needs of the 21st century GCA.

Homepage Developments. In 2010-11, GCA's evolving website had growing visitation, with more than 20,780 pageviews by the fall of 2011. In a change from years past, GCA publications are also increasingly going “public” with Conwatch, NAL Position Papers, and

Educating the Public and Ourselves

other GCA publications accessible on the homepage so that members – and the general public – can read about GCA's research and activities. Legal counsel have helped sort out the necessary terms of use and releases needed!

Members' Area. Staff at headquarters and members of the Communications Committee were on call to field requests as more and more members around the country logged in, uploading and updating member information in the secured members' area. The **Little Garden Club of Memphis** earned recognition as the first club with all members logging in! Meanwhile, members discovered a remarkable new resource and introduction to GCA members – a photo, addresses, and a list of skills and interests- designed to be helpful to club presidents and the Nominating Committee in identifying the vast interests and talents of GCA members.

Meeting Registration Online. Equally exciting and innovative is the GCA's new ability to invite members and register them for meetings – large and small. Starting in 2011, the new GCA website offered annual meeting registration online, a clear and timely reduction of paper use. The registration capabilities permit easy accounting and tracking for meeting planners and coordinate nicely with online meeting invitations. What's more: GCA's online interface for these meetings can be used again and again – in what will surely reduce the wear and tear on GCA meeting planners – and offer a clean and streamlined process.

Committee pages. Challenging the patience of GCA members and Committees alike, in 2011,



Communications Committee members worked with the National Committees to streamline and update GCA information on the new website, centralizing key information to eliminate duplication and provide ease of access to GCA's many policies and procedures. Important documents such as GCA bylaws and standing rules will appear in one location so that when a change is made, it can automatically register throughout the GCA records. Committee members Alice Goltra and Cindy Willis reviewed every manual, link and document posted on the GCA legacy website, and all admit that keeping track of competing multiple versions has been a challenge. Notwithstanding, national committee chairmen, inspired by the site's new functions, are inventing new ways to streamline the duties of their members and to improve the committee's messaging.

The hard working team of volunteers (shown at left) - Alice Goltra, Amy Nowell, Ann Price Davis, Cindy Willis, Crissy Cherry, Leslie Purple and freelance designers - Beth Bostian, Lauren Drinker and Margie Sheehan exhibited rare steadfastness of purpose, flexibility, and good humor; GCA looks forward to benefiting from their fine work.

Symposia and Travel

In keeping with its mission, The Garden Club of America promotes solid educational programs that inspire its members and the public. In 2010, garden clubs around the country, with the help of the national Program Committee, sponsored literally thousands of programs, while GCA's national committees hosted several national symposia and field trips.

The Shirley Meneice Horticultural Symposium takes place annually at important botanical institutions and gardens. In 2010-11, participants visited the Birmingham Botanical Garden with 180 strong! Attendees were greeted with a nonstop calendar of tours, workshops, and lectures, with a special emphasis on the unique geology and eco-systems found in Alabama. Topics included origins of the natural beauty of Alabama; landscape and garden design; land management through fire and water; and myths and reality pertaining to urban trees. In eight years, the Meneice Conference has grown from a germ of an idea to an event unique to each host site.

Chicago Conservation Field Trip. In 2010-11, members of the GCA Conservation and National Affairs and Legislation Committees trekked to the

Educating the Public and Ourselves

Midwest for a meeting on the future of fresh water worldwide, sustainable development and ecological



preservation. The meeting focused on threats to the Great Lakes Watershed and included a special tour of the Superfund Water Cleaning Facility where attendees received special access and a guided tour.

The Visiting Gardens Committee offered three domestic travel trips and two international trips, giving members the opportunity to study flora and fauna first hand.

Wonderful Waterful Italy. In two separate trips, groups of very lucky GCA club members toured Lakes Maggiore, Como, and Garda by private motor launch. Garden owners greeted GCA with personalized introductions to features of their historic villas and gardens, often followed by private luncheons on site. Lucky travelers

saw the rills of Villa D'Este and boats on Venice's Grand Canal, opera in Verona's ancient amphitheater,



and St. Mark's mosaics in an exclusive after-hours tour.

In March of 2010, *Plantations of the Low Country* offered Southern hospitality and the intriguing history of the Georgia and South Carolina coasts to participants who experienced Southern charm and a slower pace of life.

In April, *California Dreaming: Gardens of Santa Barbara and Montecito* introduced members to special gardens of Santa Barbara and Montecito, with botanical wonders, citrus trees, and native and drought-tolerant plants.

Finally, the *GCA Express* tour in May had members climb aboard a private rail car to journey from St. Louis to Chicago, mirroring a similar train trip made a decade before.

Stimulating the Love and Knowledge of Gardening

Horticulture, Flower Arranging, and Photography

Flower Shows. Originally focused on traditional flower arranging, flower shows now include not only floral design but also horticulture, photography, botanical jewelry, native plants and garden history and design. In 2010-11, GCA clubs and zones held over 75 flower shows at the national, zone and club level.

To address the growing popularity of photography, in 2010-11, the Flower Show Committee launched a new program of regional and national photography workshops for novices and experts. And thanks to the joint undertaking of the Flower Show and Judging

Committees, the Flower Show and Judging Guide, known as the Yellow Book, will soon be online.

Education also took on a new prominence. Flower shows must feature an educational exhibit, but the sky is the limit – with topics open to all committees and areas of the GCA. Whatever the subject, these new educational exhibits will be eligible for Judges' commendations.

This Glorious Earth. 2011 marked a first – the first world flower show to be held in the United States, under the leadership of the World Association of Flower Arrangers/USA. WAFAs mission is three-fold: education, the promotion of floral arts, and conservation.

Stimulating the Love and Knowledge of Gardening

The GCA Flower Arranging Study Group, a subcommittee of the Flower Show Committee, is a member of WAFA/USA. And under the leadership of Ruth Crocker, it co-hosted the 10th World Flower Show with the Assembly of Flower Arrangers (of the National Garden Clubs) in Boston, June 15-19, 2011. 630 spectacular flower arrangements, demonstrations, lectures and trade stands marked the Show held at the Seaport World Trade Center.

Ranging from miniatures to massive structures depicting electricity and light, the arrangements offered a veritable wonderland of color and design. There were even amazing children's classes focusing on creatures, animals and magic. The show offered a superlative opportunity for flower arrangers from around the world – including many of GCA's own – to be acknowledged for their extraordinary creativity and design.

The Judging Program

A thousand judges maintain and promote the standards of excellence in flower shows held by The Garden Club of America. In 2011, GCA member judges traveled to shows around the country to reward the efforts of club members in horticulture, flower arranging, and photography. Annual workshops ensure training and professional development for prospective and established judges.

Promoting Historic Preservation

Since its founding, the GCA has been a national leader in preserving America's gardening history. Under the aegis of the Garden History and Design Committee, that effort continues in partnership with the Archives of American Gardens at the Smithsonian Institution. In 1987, the GCA donated its unique slide library of Notable American Parks and Gardens to the Smithsonian: nearly 3000 hand colored glass lantern slides dating from the 1920's and 1930's, along with approximately 37,000 35 mm slide images of gardens that date from colonial times. These form the core of The Archives collection housed in the Smithsonian's Horticulture Services Division.

With GCA's volunteer commitment and financial support of a summer intern, the collection now holds more than 80,000 photographic images and records documenting over 6300 historic and contemporary American gardens. <http://sirismm.si.edu/siris/collectionaag1.htm>.

In 2010-11, GCA members around the country continued to photograph and document historic gardens. And all 200 clubs have pledged to document at least one new garden by 2013 to celebrate GCA's centennial.

Sharing the Advantages of Association

GCA Headquarters. Of course, one of the stars of the GCA is its New York City Headquarters. And members in 2010-11 found a warm welcome as the House Committee spruced up the furniture, acquired new paintings, inventoried their holdings, and offered tours – with the help of Archivist Edie Loening – to visiting clubs and Presidents' Councils.

As members of GCA, clubs are warmly welcomed to visit and meet at Headquarters to see the rare collection of books and the remarkable array of botanical art and antiques. In 2010-11, the House Committee also inaugurated a new tradition at GCA – Christmas tree displays of GCA club ornaments. A wonderful picture book chronicles the glorious needlepoint talents of GCA members – and the clubs'



spectacular logos.

GCA Hospitality. Meanwhile, the Hospitality Committee, 26 members strong, served nearly 1200 meals during the year – with a little help from local caterers.

GCA's Library. In 2011, the Library Committee completed an inventory of the GCA's collection of rare books, many gifted by members, including such rare treasures as a first edition quarto of John James Audubon's *Birds of America of 1840*. During the Centennial year, the Library committee will be sponsoring a major exhibition – open to all members -- of rare books from the GCA collection at the Grolier Club in New York. Planning for this exceptional exhibit is already underway.

Recognizing Outstanding Achievement

GCA Awards

The awards program is a central element in GCA's endeavors. Each year, GCA identifies and honors many exceptional individuals and organizations whose efforts are in keeping with the mission of the GCA. In 2011, nearly 400 awards were given at the regional and local level to club as well as community members. The Committee inaugurated new Communications awards at the club and zone level replacing the national Public Relations Award, added a new club Photography Award, and authorized electronic submission of awards portfolios.

After 35 years, the Committee also developed a new national certificate to accompany the beautiful bronze medals. Designed by graphic artist, Meg Dreyer of Peachtree Garden Club, the certificate incorporates a photograph of one of the Catesby illustrations from GCA's library collection. In celebration of the centennial, all of the National Medals have been reframed and are now on display at headquarters.

At the national level, the GCA honored 10 outstanding individuals in 2011 with the following awards:

The **Medal of Honor** for outstanding service to horticulture to **Diana Fish**, member of Carmel-by-the-Sea Garden Club, Carmel, CA, and founder of the online journal, *The Real Dirt*.

The **Medal for Historic Preservation** for outstanding work in the field of preservation and restoration of historic buildings and gardens of national importance to Monticello horticulturist and writer **Peter Hatch**.

Achievement Medal to GCA members in recognition of outstanding achievement and creative vision and ability in the interpretation and furtherance of the aims of the GCA to **Suzanne Hill Williams**, Savannah, GA and member of the 'Trustees' Garden Club, former Conservation Committee Vice Chairman, for her work in conservation including her successful effort to obtain wilderness designation of Cumberland Island off the Georgia Coast.

Distinguished Service Medal for outstanding service in the field of horticulture to **Kris Jarantoski**, Glencoe, IL, executive vice president and director of the Chicago Botanic Garden, for his critical role in the transformation of barren and degraded land into one of the most beautiful, most visited and most esteemed public gardens in the world.

Jane Righter Rose Medal for outstanding achievement in rose culture through rose propagation to **William J. Radler**, Milwaukee, WI, introducer of the disease resistant hardy rose, Knock Out.

Eloise Paine Luquer Medal for special achievement in the field of botany to **Lily Y. Beck**, Pleasant Valley, NY, publisher of *Pedanius Dioscorides' De materia medica* from Greek into English. This is the first complete translation into English of this ancient herbal treatise, one of the most influential books of the ancient world.

Frances K. Hutchinson Medal for distinguished service to conservation to **Stuart Conway**, Fort Collins, CO, founder of 'Trees, Water and People, dedicated to preserving healthy forest and clean water while sustaining communities' every day needs.

Sarah Chapman Francis Award for outstanding literary achievement related to any aspect of Garden Club of America interests to **William Cullina**, Boothbay, ME, world renowned native plant expert, Director of Horticulture and Plant Curator at the Coastal Maine Botanical Gardens, and author of five outstanding, award winning books.

Margaret Douglas Medal for notable service to the cause of conservation education awarded to **Conservancy for Cuyahoga Valley National Park**, Peninsula, Ohio, a nonprofit organization dedicated to protecting and promoting the Cuyahoga Valley National Park, a 33,000 acre park along 22 miles of the Cuyahoga River. The Conservancy's Environmental Education Center draws more than 10,000 children a year to its innovative programs.

Cynthia Pratt Laughlin Medal for outstanding achievement in environmental protection and the maintenance of the quality of life to **Pollinator Partnership**, San Francisco, CA, for protecting pollinators, critical to food and ecosystems, through conservation, education and research.



2011 GCA Medalists at Annual Meeting reception

Recognizing Outstanding Achievement

Founders Fund Award

Each year, the GCA awards \$25,000 to an outstanding community project proposed by GCA member clubs. In 2011, the winner was **Beyond the Beetle**. Prompted by the city of Worcester's devastating infestation of the Asian Long-Horned Beetle, **Worcester Garden Club** organized an arboretum of trees resistant to this voracious insect pest. The beetle has no known natural predators or chemical control agent and is one of the most costly and destructive invasive species ever to enter the U.S. The planned arboretum will encompass horticulture, conservation, civic improvement, and education and be sited in a popular 480-acre multi-use urban park that attracts thousands of visitors each year. Eighteen diverse and resistant tree species will be planted by Environmental Studies students from the neighboring Worcester Technical High School. The project will include extensive and durable signage, instructing visitors on the harmful beetle and the selection of resistant trees for replanting, emphasizing species diversity and GCA's protocol of "right tree right place."



A demonstration arboretum on this site, Green Hill Park, Worcester, will provide ongoing public education about the ALB crisis, appropriate replacement trees, and the importance of species diversity in landscape restoration.

Runners up receiving grants of \$7500 were **The Greenwood Cemetery Project**, proposed by the **Shreveport Garden Study Club, Zone IX**, to expand educational opportunities by making a teaching pavilion overlooking the lake on the historic site of a Civil War hospital.

Kame: Virtual Time Travel Shows Glacier Formation, proposed by the **Garden Club of Dayton, Zone X**, to create an interactive exhibit in the new nature center at Carillon Historical Park. Through the magic of computer-created sights and sounds, visitors will travel to the formation of a kame, an Ice Age glacial deposit, over 14,000 years ago and learn more about the area's first inhabitants and region's beautiful waterways.

Public Relations Award -- Stony Brook Garden Club's *Does it Come in Green? A Mini Tale of a Reforming Over-Consumer* won the final Public Relations Award. The book was distributed to 3000 people reaching 42 states and nine countries.



Honorary Members

In 2011, the GCA admitted into membership four new Honorary Members who are nationally known figures in horticulture, flower arranging and conservation.

Patrick Chasse – Landscape architect, horticultural speaker, writer and educator. Chasse has restored historic gardens, reconstructed natural plant communities, and designed new gardens for public and private spaces from Istanbul, Turkey to his home state of Maine. His projects include Garland Farm on Mount Desert Island, last home of and garden of Beatrix Jones Farrand, America's first woman landscape architect.

Kenneth Cochran – Curator and director of the Secrest Arboretum, Ohio State University, Wooster, OH. The Arboretum is known as an educational showcase for garden displays with solutions to aid visitors, municipalities, and institutions in selecting appropriate plants for a sustainable landscape.

Brent and Becky Heath – Owners and operators of Brent and Becky's Bulbs, key distributors of bulbs, including GCA's centennial daffodil. Brent is a third generation bulb grower, award winning writer, and sought after lecturer. Becky shares with Brent the American Horticultural Society Gold Medal and Garden Writers Association Lifetime Achievement Awards. Becky also runs the business and its many seminars, tours and workshops.

The GCA Plant of the Year –The Montine McDaniel Freeman Horticulture Medal

For 16 years, GCA has had a unique medal awarded only to plants. The prize, renamed Plant of the Year in 2010, recognizes native plants, herbaceous perennials, trees and shrubs that are under utilized but worthy of preservation, propagation, and promotion. In 2011, the winner was *Abies concolor*, white fir.

Honorable Mention went to *Pinus palustris*, long-leaf pine.



Lakes,
Lands...
a Legacy

The
Garden Club
of America
2011

ANNUAL MEETING

April 28, 29, & 30, 2011

Indianapolis, Indiana

Hosted by the Zone X Clubs
of Indiana, Michigan, and Ohio

Akron Garden Club • Bay City Garden Club • Cincinnati Town and Country Garden Club • Country Garden Club
Garden Club of Cincinnati • Garden Club of Cleveland • Garden Club of Dayton • Garden Club of Michigan
Indianapolis Garden Club • Little Garden Club of Columbus • Shaker Lakes Garden Club

Each year, the GCA hosts its annual meeting in a special locale and in 2011 it was Indianapolis, Indiana. Entitled “Lakes, Land...a Legacy,” the three day meeting offered history, horticulture, and more to over 500 delegates from around the country. Co-chairs Sharon Neighbors of the Indianapolis Garden Club and Tracy Bieser, Garden Club of Dayton, welcomed delegates to the Indianapolis Marriott Hotel as the 11 Zone X clubs showed off the heartland of America. Speakers included Indiana Governor Mitch Daniels, plantsman Dan Hinkley, and Cameron Davis, Senior Advisor, United States Environmental Protection Agency and coordinator of the Great Lakes policy and funding initiatives. His presentation, “Knowing our Place: The World’s Waters and the Great Lakes,” focused on the challenges to freshwater worldwide and stressed the importance of the Great Lakes as a source of water for municipal, agricultural, and industrial use.

Delegates toured the Indianapolis Museum of Art, Fairbanks Art and Nature Park, and the Eiteljorg Museum, and saw an array of outstanding residential gardens as they dined at members’ homes around the region. They were treated to a range of workshops on leadership, civic engagement, and membership strategies as club presidents and delegates met, exchanged ideas, and compared best practices.

Quote from President Barack Obama’s letter to GCA

”By focusing on education, community projects, and a love of gardening, organizations like GCA empower their members to be effective stewards of our environment.”



THE GARDEN CLUB *of* AMERICA

The Garden Club of America
14 East 60th Street
New York, NY 10022
212.753.8287
hq@gcamerica.org
www.gcamerica.org

Cover Photograph: Crissy Cherry